



# Bromley Midterm Contract Review

## Performance Summary

Outcome	No	Description	2019-20	2020-21	2021-22	2022-23
<b>1. Improving the Street Scene</b>	<b>1A</b>	Public satisfaction with cleanliness - Streets	73%	79%	77%	81%
		Public satisfaction with cleanliness - Neighbourhoods	87%	89%	84%	84%
		Public satisfaction with cleanliness - Town Centres	89%	85%	87%	86%
	<b>1B</b>	Street Meeting Acceptable Cleanliness	96%	98%	98%	97%
<b>2. Minimising Waste &amp; Increasing Recycling</b>	<b>2A</b>	Total Refuse and Recycling Arising (Tonnes)	145,748	150,413	151,515	138,124
	<b>2B</b>	Residual Household Waste per Household	469	464	498	395
	<b>2C</b>	Residual Waste Recycled or Composted	45.30%	47%	48%	52%
	<b>2D</b>	Local Authority Collected Waste Recycling Rate	45.30%	47%	N/A	45%
	<b>2E</b>	Local Authority Collected Waste Disposed of in Landfill	5.36%	0.26%	0.32%	0%
	<b>2F</b>	Waste & Recycling Collections - Homes missed (per 100,000)	166	120	100	140
	<b>2G</b>	Number of Green Garden Waste customers	31,147	38,499	40,897	42,320

The Veolia Bromley contract has performed well over the last four years with most contractual targets being met and overall contract performance increasing year on year.

Resident satisfaction with street cleansing has remained high which is also reflected in the cleanliness standards achieved. Overall waste volumes have decreased and recycling has increased, as have the number of garden waste customers. Waste sent to landfill has significantly reduced from 5.36% to 0%. These achievements positively impact the environment as well as strengthen the financial performance of the contract. Over the last four years Veolia have successfully negotiated favourable preprocessing contracts in order to push materials up the waste hierarchy and provide savings for Bromley.

In addition to working with reprocessors, significant engagement work with residents and volunteers has resulted in increased recycling quality and volumes and Bromley becoming the best performing recycling borough in London according to Defra's latest figures.

## Key Achievements

### Street Friends: Improving the street scene



As reflected in the high levels of resident satisfaction and cleansing standards, the Veolia Street Cleansing team have demonstrated dedication to deliver a high level of service standard for four consecutive years. The team takes a thorough approach to scheduled cleaning and actively looks for ways to enhance the service. The post-covid regeneration works are a great example of this ethos.

During 2021/22, high streets were pressure washed and litter bins repainted in order to rejuvenate Bromley's town centres and support the borough's covid recovery. In addition to maintaining street cleanliness, the team have supported Bromley's volunteering group, Street Friends, by providing litter picking equipment (pickers, hoops and bags) to volunteers and collecting the bags of waste. To date, over 200 events have been supported and volunteer numbers have increased year on year (2,129 members in total). In recent years, Veolia has provided further support by arranging quarterly volunteer meetings and providing branded banners and hi-vis vests



### Zero Waste to Landfill



Veolia's commitment to securing effective reprocessing contracts and diverting materials into recycling streams has resulted in a year on year reduction in waste sent to landfill. In 2022/23 the waste disposal contract sent no waste to landfill. Veolia has been able to achieve this by sourcing alternative outlets for Bromley's non-recyclable waste.

These include Energy from Waste (EfW) facilities that produce heat and power for homes and businesses and facilities that use the waste to make refuse derived fuel (RDF).

## Recycling rate



Since the start of the contract the proportion of waste recycled or composted has increased each year. In 2021/22 Bromley became London's top recycling borough, with 48.7% of all household waste being recycled.

Veolia has helped Bromley achieve this by working with reprocessors and negotiating favourable terms that capture more materials for recycling.

This includes paper mills reducing their moisture tolerances to prevent wet paper being rejected and securing wood recycling outlets which have enabled Bromley to divert wood away from RDF and into a recycling stream. Veolia has also engaged with residents to facilitate and encourage waste minimisation and recycling.

The garden waste service promotion is a great example of how effective communications have increased recycling. Using a data lead approach Veolia identifies areas of the borough with large gardens and potential to increase subscriptions. The data is used to target residents through print and digital channels and increase service users. This approach has helped grow the service by 43%

## Missed collections



An expected level of moderately high missed collections was experienced in 2019/20 as the contract mobilised and crews familiarised themselves with the new collection rounds. Services stabilised thereafter and missed collections reduced and exceeded targets until 2022/23.

During this year Veolia, along with the wider transport industry, experienced a shortage of drivers and other external factors such as extreme weather conditions. To overcome this Veolia invested in a recruitment incentive scheme and driver training programme which have improved driver availability and in turn reduced missed collections.